

To: Nikki Schmidt/Admin/COSLO@Wings, cr_board_clerk Clerk
Recorder/ClerkRec/COSLO@Wings,
Cc:
Bcc:
Subject: Fw: Contact Us (response #2846)
From: Jennifer Caffee/BOS/COSLO - Friday 06/05/2015 01:38 PM

Jennifer Caffee
Legislative Assistant
5th District Supervisor Debbie Arnold
San Luis Obispo County

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/05/2015 01:38 PM -----

From: Board of Supervisors/BOS/COSLO
To: BOS_Legislative Assistants Only, Nikki Schmidt/Admin/COSLO@Wings
Date: 06/01/2015 04:43 PM
Subject: Fw: Contact Us (response #2846)
Sent by: Erin Mueller

----- Forwarded by Erin Mueller/BOS/COSLO on 06/01/2015 04:43 PM -----

From: "Internet Webmaster" <webmaster@co.slo.ca.us>
To: "BoardOfSups@co.slo.ca.us" <BoardOfSups@co.slo.ca.us>
Date: 06/01/2015 11:00 AM
Subject: Contact Us (response #2846)

Contact Us (response #2846)

Survey Information

Site:County of SLO
Page Title:Contact Us
URL:<http://www.slocounty.ca.gov/bos/BOSContactUs.htm>
Submission Time/Date:6/1/2015 10:59:55 AM

Survey Response

Name:
Leslie Menges

Telephone Number:

Email address:
lmmenges@charter.net

Comments or questions (8,192 characters max):
As a vacation rental owner I think we do an excellent job of promoting SLO
County and opposed
the to 1% assessment the TMD is proposing. I do not want to pay any more
assessments!



TMD Hearing Correspondence . Thanks
Kristi Gutierrez to: cr_board_clerk Clerk Recorder

06/05/2015 02:33 PM



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Kristi G.
Administrative Services Officer
County Administrative Office

www.facebook.com/SLOCountyGov
www.twitter.com/SLO_CountyGov
www.linkedin.com/company/county-of-san-luis-obispo
www.youtube.com/user/slocountygov

Cayucos

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CITIZENS ADVISORY COUNCIL

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JUN - 4 2015

Board of Supervisors
San Luis Obispo County

June 4, 2015

Reply to:

Cayucos, CA 93430

The Honorable Debbie Arnold, Chairwoman
San Luis Obispo County, Board of Supervisors

Via Hand-Delivered

San Luis Obispo, CA 93401

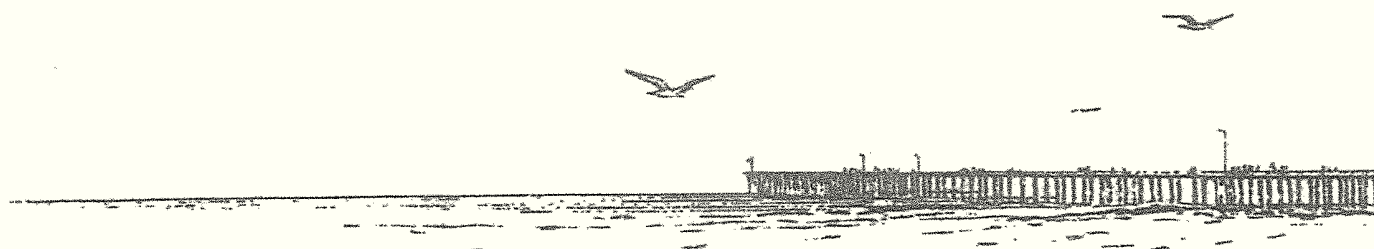
RE: TOURISM MARKETING DISTRICT
AGENDA JUNE 10, 2015, ITEM 4

Dear Madam Chair and Members of the Board:

The Cayucos Citizen's Advisory Council passed the following Resolution on a 10-2 vote at its meeting on June 3, 2015:

"Recommend opposing the additional financial assessment of the Tourism Marketing District, but if the Board of Supervisors is in favor of the Tourism Marketing District, Vacation Rentals and Bed and Breakfast establishments located in the CBID (San Luis Obispo County Tourism Business Improvement District) area should be excluded from the Tourism Marketing District."

Vacation rentals and bed and breakfasts in the coastal areas of the County within the boundaries of CBID (including Cayucos) already pay a 2% assessment for "tourism promotions and marketing programs." Additionally these small operations have some unique limitations separating them from the





CITIZENS ADVISORY COUNCIL

The Honorable Debbie Arnold, Chairwoman
June 4, 2015
Page 2

larger hotels and motels (e.g., limitations on numbers of guests per month, signage, lack of economy to scale, facilities being used by the owners, already full occupancy, etc.)

Thank you for your consideration of the Council's position.

Respectfully yours,

JOHN M. CARSEL
President, CCAC

cc: Supervisor Bruce Gibson
✓Supervisor Lynn Compton
Supervisor Adam Hill
Supervisor Frank Meecham
Nikki Schmidt, Administrative Analyst
Carol Baptiste, Secretary, CCAC





To: Nikki Schmidt/Admin/COSLO@Wings, cr_board_clerk Clerk
Recorder/ClerkRec/COSLO@Wings,
Cc:
Bcc:
Subject: Fw: No New Assessments
From: Debbie Arnold/BOS/COSLO - Monday 06/08/2015 11:21 AM
Sent by: Jennifer Caffee/BOS/COSLO

Debbie Arnold
Supervisor, 5th District
San Luis Obispo County

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/08/2015 11:21 AM -----

From: Carol Borchard <qba_2003@yahoo.com>
To: "fmecham@co.slo.ca.us" <fmecham@co.slo.ca.us>
Cc: "bgibson@co.slo.ca.us" <bgibson@co.slo.ca.us>, "ahill@co.slo.ca.us" <ahill@co.slo.ca.us>, "lcompton@co.slo.ca.us" <lcompton@co.slo.ca.us>, "darnold@co.slo.ca.us" <darnold@co.slo.ca.us>
Date: 06/08/2015 10:00 AM
Subject: No New Assessments

To the supervisors of SLO:

I am writing today to voice my concerns over the proposed Tourism Marketing District, (TMD) coming up for a vote in June. I am new to the short stay Vacation Rental Business. I rent one or two bedrooms for one or two nights inside my home located in Paso Robles through AIRBNB.

First of all I pay property taxes on this home, plus permit fees and Occupancy tax to the county regarding my home rental, and any income tax if and when I do make a profit. Adding another 1% does make a difference to me.

The reason short term rentals and AIRBNB stays are so successful here in SLO County is because many times the larger hotels are booked and we get the "overflow". The amount of tourist, visitors, and Cal Poly students/parents out number the amount of vacancies in large Hotels in this county during holidays and graduations and tourist season.

The reason websites like AIRBNB are so successful here is because the amount of tourists and others seeking Hotels, and vacation rentals, outnumber availability. Obviously "Marketing for more tourism" is not needed at this point.

SLO tourism ebbs and flows with our countries economic health and consumer confidence, here and around the world. When the gas prices fell and consumer confidence rose....so did tourism. Nothing to do with Marketing! It is not needed or wanted by any business owners of Vacation Rentals, Bed & Breakfast owners, Airbnb hosts, etc.

I am not sure how any Large Hotel is going to benefit by this additional 1%

except maybe by all the smaller vacation rentals paying - thus reducing their

portion of fees? Tourism is healthy here in San Luis County.

I have hosted people from all over the world here at my home in Paso Robles. I have to turn down business many times because I'm already booked. The web is all the marketing anyone should concern themselves with and I already pay 3% fees for Airbnb to book, advertise, screen applicants etc. and don't want to be a part of TMD. All of the smaller Vacation rentals are trying to make a profit and it's hard when you only own one business or rent one room. Please don't ask us to pay this TMD fee. In fact decline the proposed TMD. Someone is trying to make money for themselves, not improve tourism that is doing fine already.

Thank you for taking time to review my views on this subject.

Carol B. Specht



Fw: Agenda 411/2015

Jennifer Caffee to: Nikki Schmidt, cr_board_clerk Clerk
Recorder

06/08/2015 01:19 PM

Jennifer Caffee
Legislative Assistant
5th District Supervisor Debbie Arnold
San Luis Obispo County

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/08/2015 01:19 PM -----

From: Laila Kollmann <waveheart@gmail.com>
To: darnold@co.slo.ca.us
Cc: jcaffee@co.slo.ca.us
Date: 06/08/2015 01:12 PM
Subject: Agenda 411/2015

Dear Ms. Arnold,

I am submitting this letter in regards to Wednesday's hearing and appreciate your consideration.

Sincerely,
Laila Kollmann



BOS TMD letter.docx

Dear Supervisor Gibson,

As I am unable to attend the Board of Supervisors meeting on July 10, 2015, I am submitting this letter to you in regards to the TMD hearing.

I have been an owner/operator of the Shoreline Inn for 34 years. Our small lodging business, consisting of 29 rooms, has grown substantially over the past 10 years. I attribute some of the growth to countywide marketing endeavors provided by VisitSloCounty (formerly the VCB). Advantages and benefits for all lodging constituents include:

- Website presence under lodging (location, price, type)
- The ability to post specials on the website
- County information (including activities and calendar of events) – on website and in the Visitor Guide
- E-blasts with information, updates and opportunities to promote my own business
- Assets and tools to help with my own marketing plan
- Collaborative opportunities
- County representation

Two examples of opportunities afforded to me through VisitSloCounty have included the ability to advertise in a countywide co-op feature in United Airways Magazine and the opportunity to advertise specials for Sunset Savor the Central Coast. Our motel is already sold out for this year's event in September and we never even had a chance to run a special. I would think that the vacation rentals are going to be pretty busy during this time as well, thanks to a countywide event.

Lodging constituents are not going to be happy if they are required to collect a 1% assessment and other lodging entities such as vacation rentals are excluded. How is that fair to the motel in Cayucos with 4 rooms and the motel in Morro Bay with 2 rooms? In Cayucos there are 10 motels and 3 B & Bs with a total of approximately 185 rooms. Research shows that four Cayucos vacation rental management companies alone manage approximately 114 rentals with a total of 309 rooms. This does not include all vacation rentals in Cayucos, be they legal or illegal, so it is fair to assume that vacation rentals in Cayucos offer more than quadruple the number of rooms offered by the motels and B & Bs. The vacation rental industry has a huge opportunity to participate in and have representation on the TMD board of directors, thus being an integral part of developing the TMD marketing plan.

A marketing plan does not only include promotion of the county. It also provides tools and assets to the constituents so that they can better run their businesses and to provide visitors with better service. The TMD can help with crisis issues – if Highway 1 closes in Big Sur due to a landslide and businesses are still open in San Simeon, the TMD can get the word out. This crisis has happened before.

Some lodging constituents seem to have an attitude that the economy is thriving in SLO County and see no need for the TMD. History shows that stability isn't permanent. Let's empower the TMD to chart a future. We don't want to be the status quo. Let's be better! And at the end of the day, there is power in unity by working as a whole.



To: cr_board_clerk Clerk Recorder/ClerkRec/COSLO@Wings,
Cc:
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Subject: Fw: Contact Us (response #2846)
From: Board of Supervisors/BOS/COSLO - Monday 06/08/2015 01:37 PM
Sent by: Erin Mueller/BOS/COSLO

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Name:
Leslie Menges

Telephone

Email address:
lmmenges@charter.net

Comments or questions (8,192 characters max):
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Tourism Marketing District email

Erin Mueller to: cr_board_clerk Clerk Recorder, Nikki Schmidt

06/08/2015 01:55 PM

Cc: Board of Supervisors

Erin Mueller

San Luis Obispo County
Board of Supervisors
Administrative Assistant III

emueller@co.slo.ca.us

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- TMD email.pdf

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JUN - 1 2015

Board of Supervisors
San Luis Obispo County

Timothy Patricia Murphy

Arcadia, CA 91007

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**EACH SUPERVISOR
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May 28, 2015

Supervisor Arnold
Room D-430
County Government Center
San Luis Obispo, CA 93408

Re: Tourism Marketing District

Dear Supervisor Arnold:

As the owner of a small home at 6094 Charing Lane in Cambria that we utilize as a vacation rental, I am seeking your assistance to delete vacation rental properties and bed and breakfast properties from the proposed Tourism Marketing District assessment.

Quite frankly, the drought has particularly impacted Cambria, a community with no outside water source. As a result, there are Draconian penalties in place if we exceed our very minimal water allotment. This alone has caused my wife and I and other vacation rental owners, to purposely remove our houses from the market for a significant number of days each year in order to remain in compliance with the water rationing rules. As a result, we have lost money on our property for the last two years and nothing appears to be changing in 2015.

If the avowed purpose of the proposed Tourism Marketing District is to promote more tourism, that provides no benefit to us whatsoever! Prior to the drought, we were able to rent our property a sufficient number of nights to leave it available for our own periodic use. We don't need further promotion by the government. It is just an additional tax masquerading as a benefit.

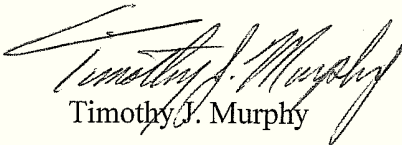
San Luis Obispo County is awash in new tourists and tourism dollars as people are flocking here in record numbers as the result of the burgeoning wine industry. So really, a Tourism Marketing District assessment? It is hard to imagine that it is necessary for any entity, large or small, but it is absolutely of no benefit and in fact is an additional burden to Vacation Rental owners or Bed and Breakfast owners..

It is sad to see a special interest group (Visit SLO) representing one segment, put forth a proposal that they obviously feel will benefit their interests, and then learn that if adopted, the funds raised by taxing the rest of us, who reap no benefit, will then be given to those same proponents to

administer. Do you not see the inherent inequity and unfairness of this? We have no representation in VisitSLO nor do we have any rights, yet you will assess us and give the funds to them in spite of the fact that they do not represent us? Just a thought, let me keep my share of the assessment, and I'll use it to promote my own property. This proposal and assessment are just wrong!

Please, advocate against the adoption of the Tourism Marketing District in its entirety, and at the very least, for the removal of vacation rentals and bed and breakfast properties from inclusion in that assessment at your meeting on June 10, 2015.

Respectfully,



Timothy J. Murphy